

INVESTMENT CASE STUDY SUBMISSION

Group Name: The Data Surgeons

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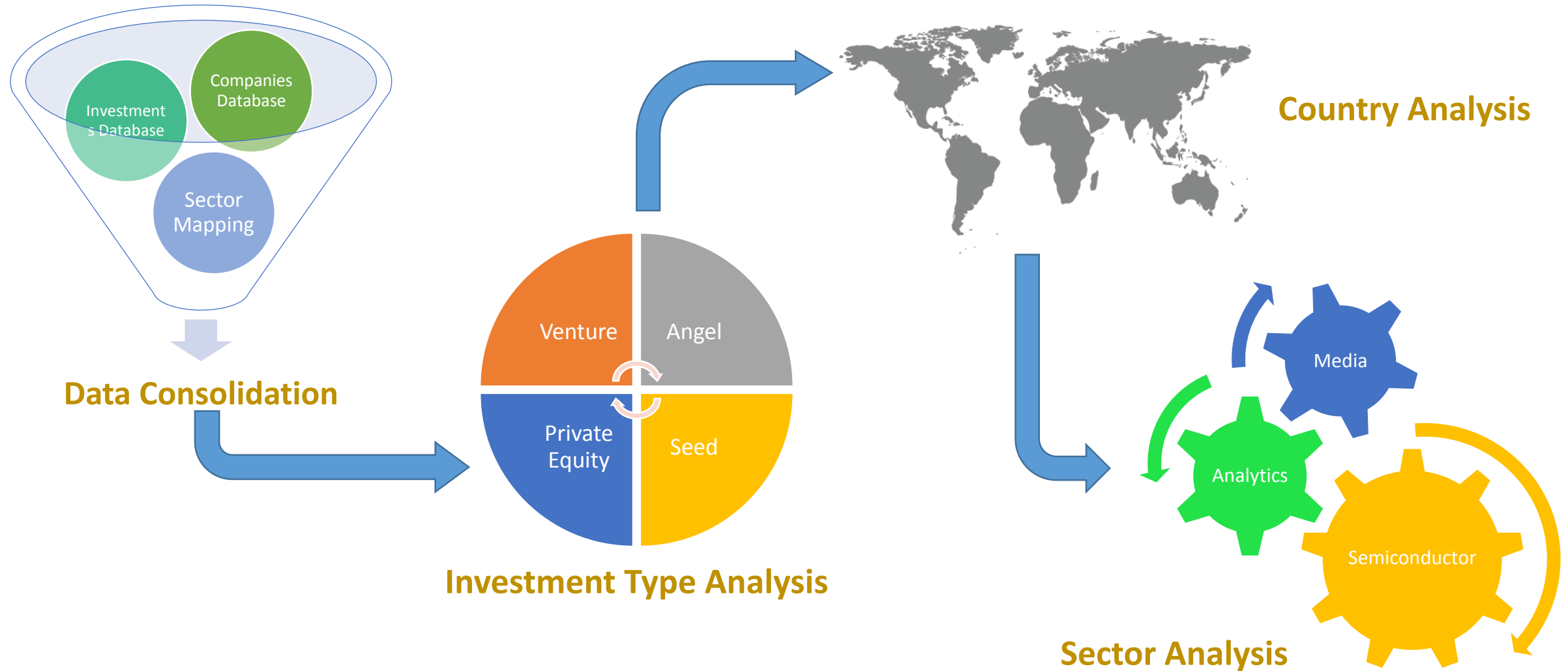
☐ Business Objective

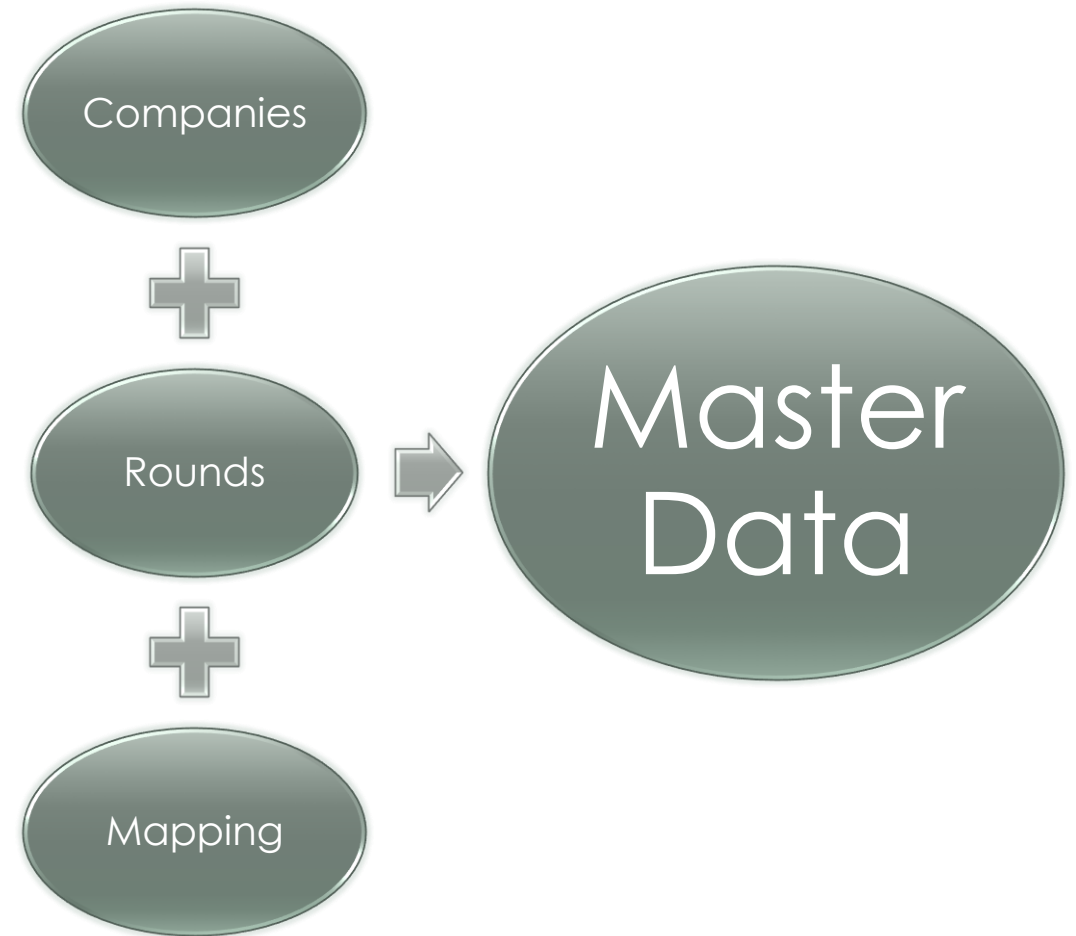
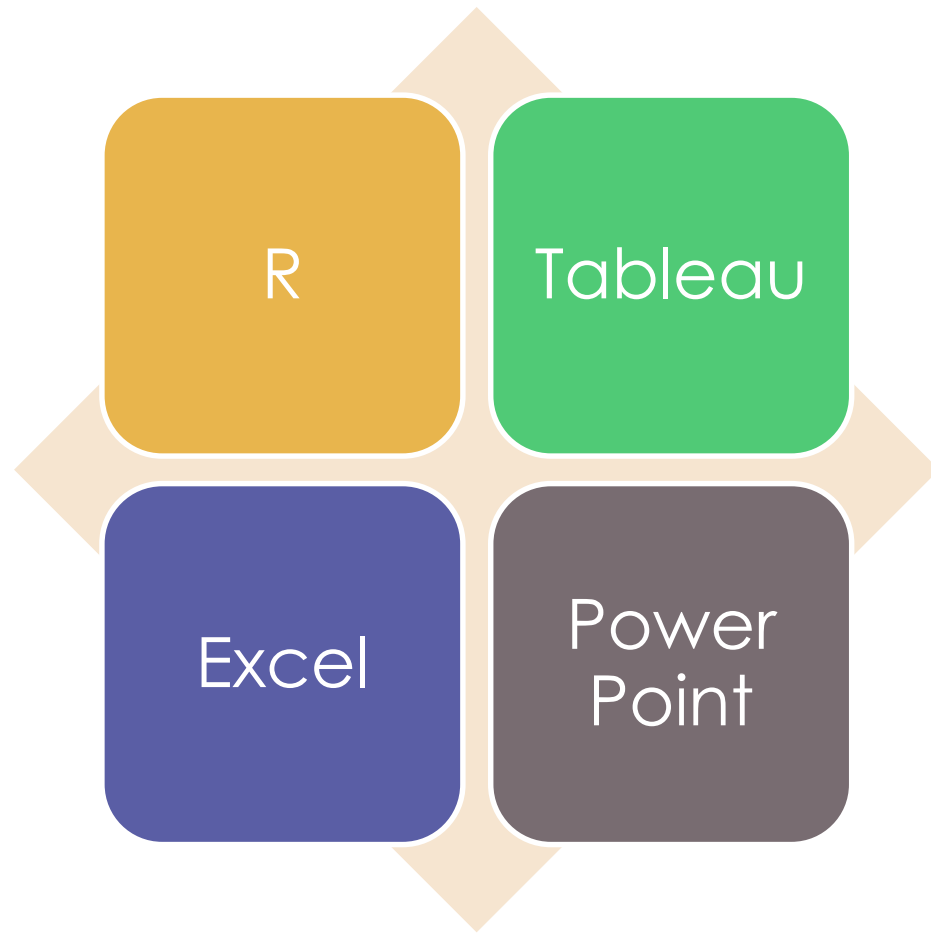
- ☐ Invest in low-risk circles with almost assured ROIs
- ☐ Trace & follow current investment pattern for initial round of investment
- ☐ Invest in most ripe sector as per past trends

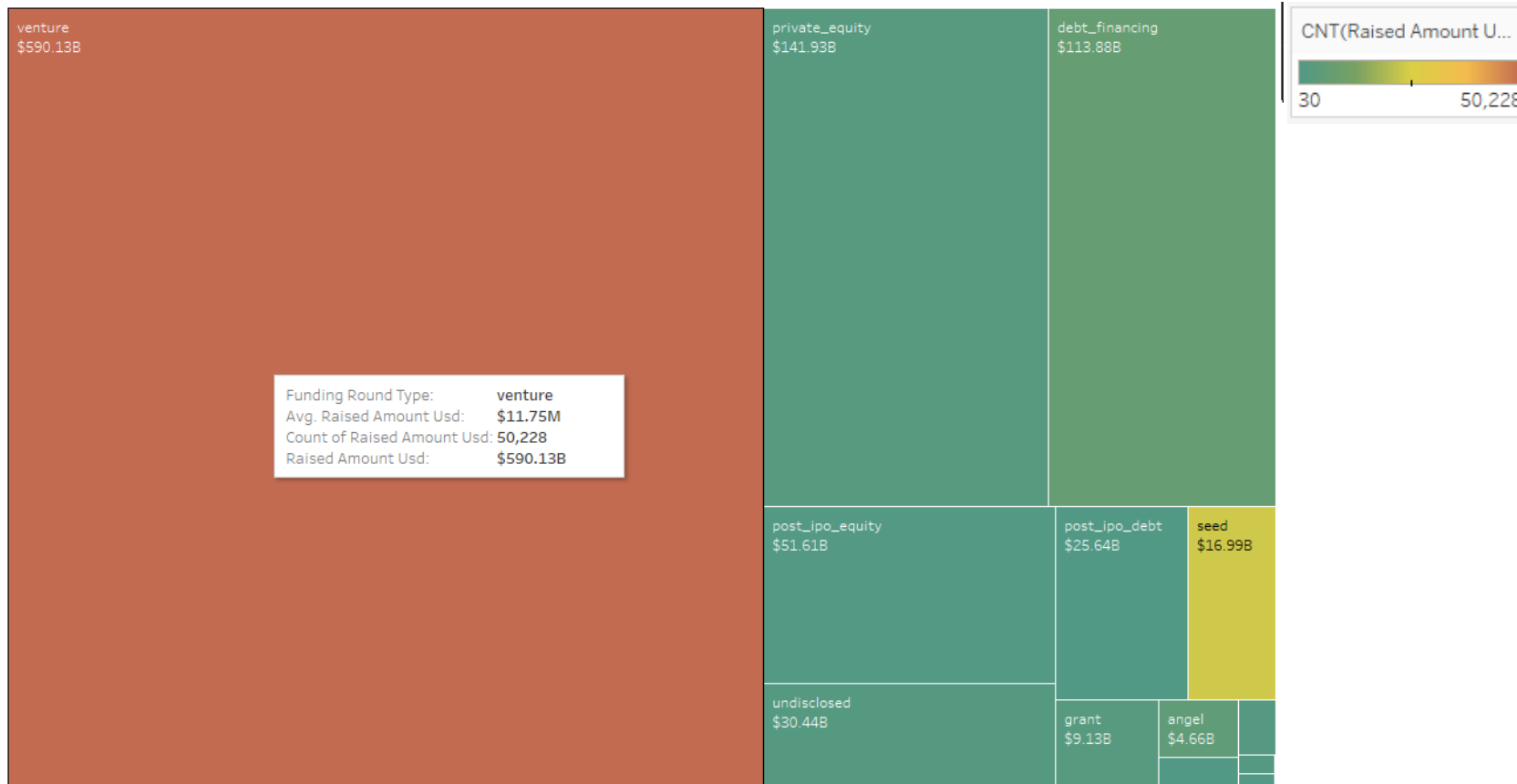
☐ Guidelines for Initial phase of investment

- ☐ \$5 million ~ \$15 million
- ☐ Investment portfolio to be limited to “Angel/Seed/Venture/Private Equity” only.
- ☐ Countries where “English” is an official language
- ☐ Sectors with maximum momentum for investment
- ☐ Companies with maximum investment inflow



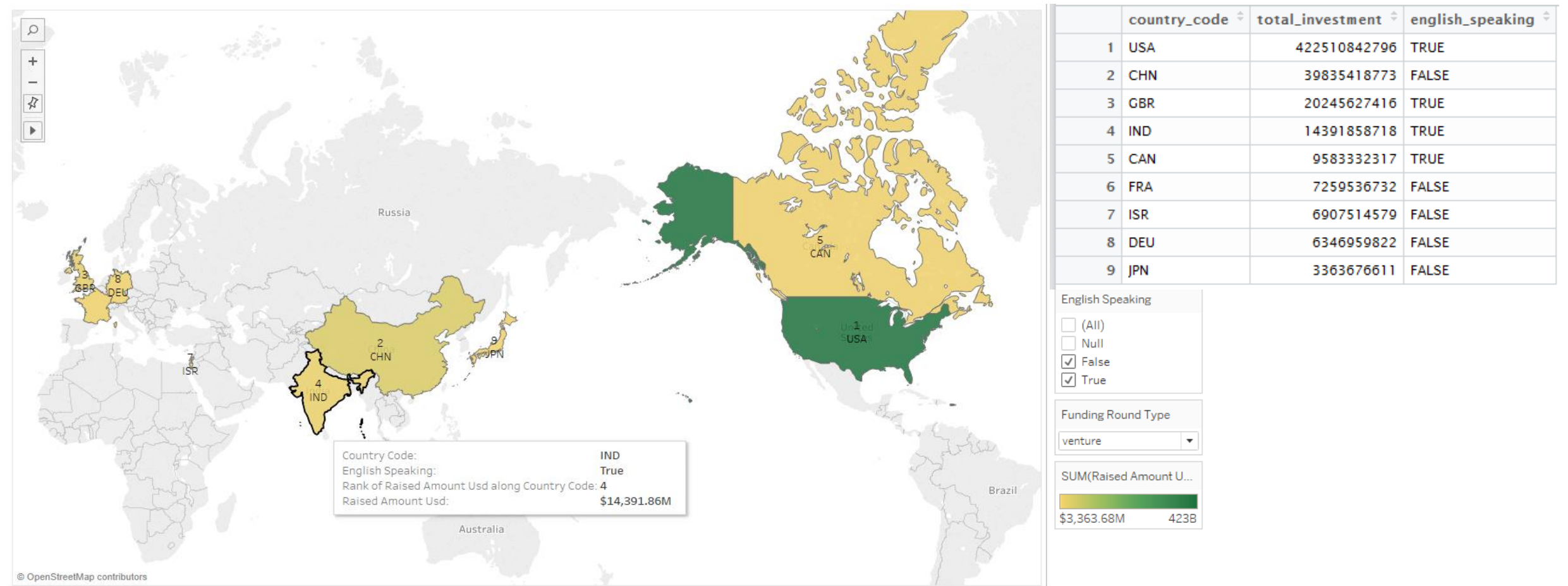






	funding_round_type	avg_investment
1	post_ipo_debt	168704571.8
2	post_ipo_equity	82182493.9
3	secondary_market	79649630.1
4	private_equity	73308593.0
5	undisclosed	19242370.2
6	debt_financing	17043526.0
7	venture	11748949.1
8	grant	4300576.3
9	convertible_note	1453438.5
10	product_crowdfunding	1363131.1
11	angel	958694.5
12	seed	719818.0
13	equity_crowdfunding	538368.2
14	non_equity_assistance	411203.1

- ❖ Based on above analysis (Among “Venture”/”Angel”/”Seed”/”Private Equity” investment types)
 - ❖ Highest number of investments = venture
 - ❖ Highest average value of investments = venture
- ❖ Investment portfolio where average investment between \$5m~\$15m = Venture
 - ❖ Preferred investment = “Venture Type”



- ❖ Based on above analysis, out of top 9 (shown) top 3 English speaking countries
 - ❖ 1st Country : **USA**
 - ❖ 2nd Country : **Great Britain**
 - ❖ 3rd Country : **India**

Spark Funds – Sector Analysis

❖ Country with highest investment : USA

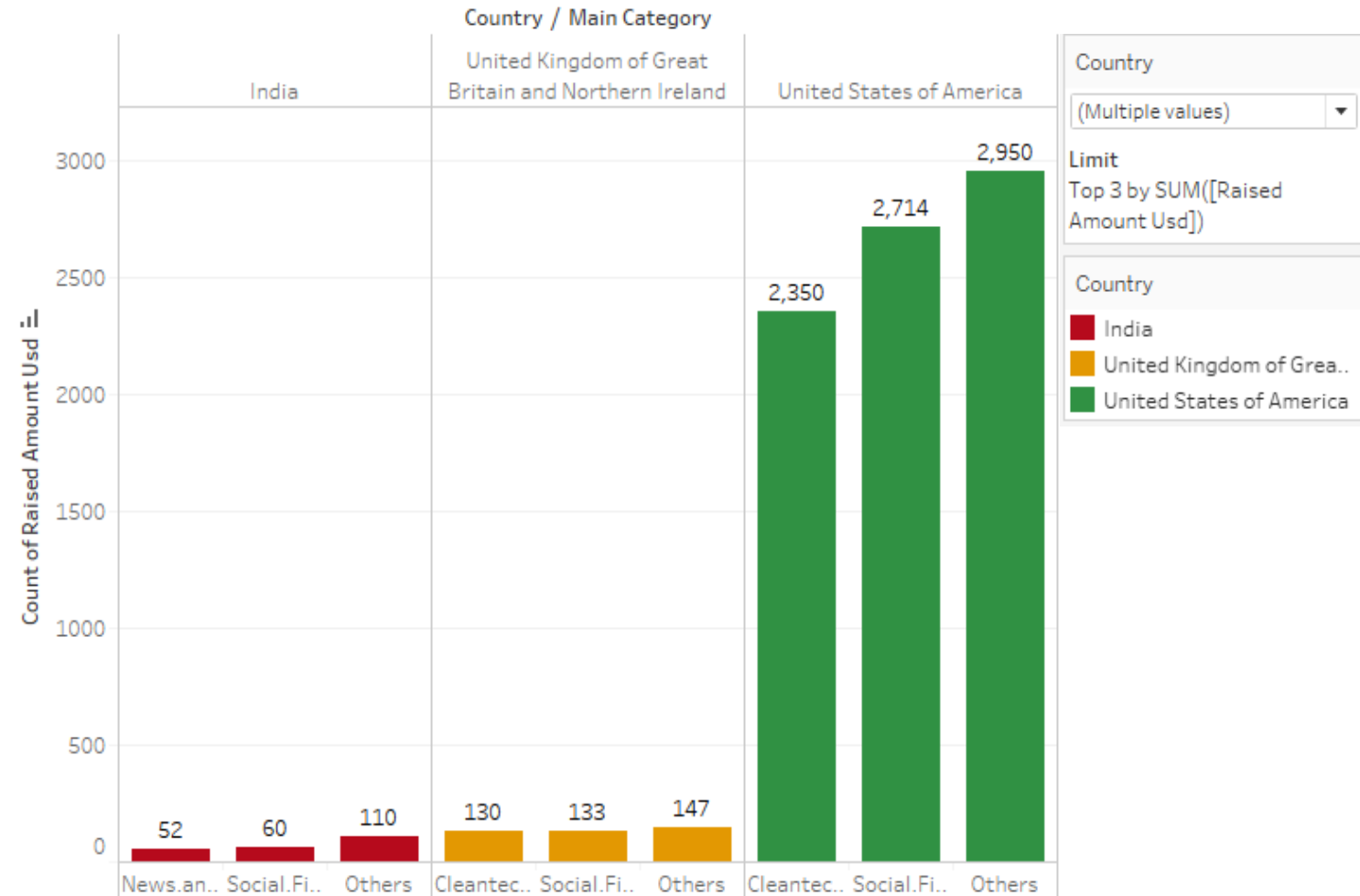
- ❖ Top Sector : Others
- ❖ 2nd Top Sector : Social, Finance, Analytics
- ❖ 3rd Top Sector : Cleantech/Semiconductors

❖ Country with 2nd highest investment : Great Britain

- ❖ Top Sector : Others
- ❖ 2nd Top Sector : Social, Finance, Analytics
- ❖ 3rd Top Sector : Cleantech/Semiconductors

❖ Country with 3rd highest investment : India

- ❖ Top Sector : Others
- ❖ 2nd Top Sector : Social, Finance, Analytics
- ❖ 3rd Top Sector : News, Search, Messaging



Spark Funds – Group Case Study

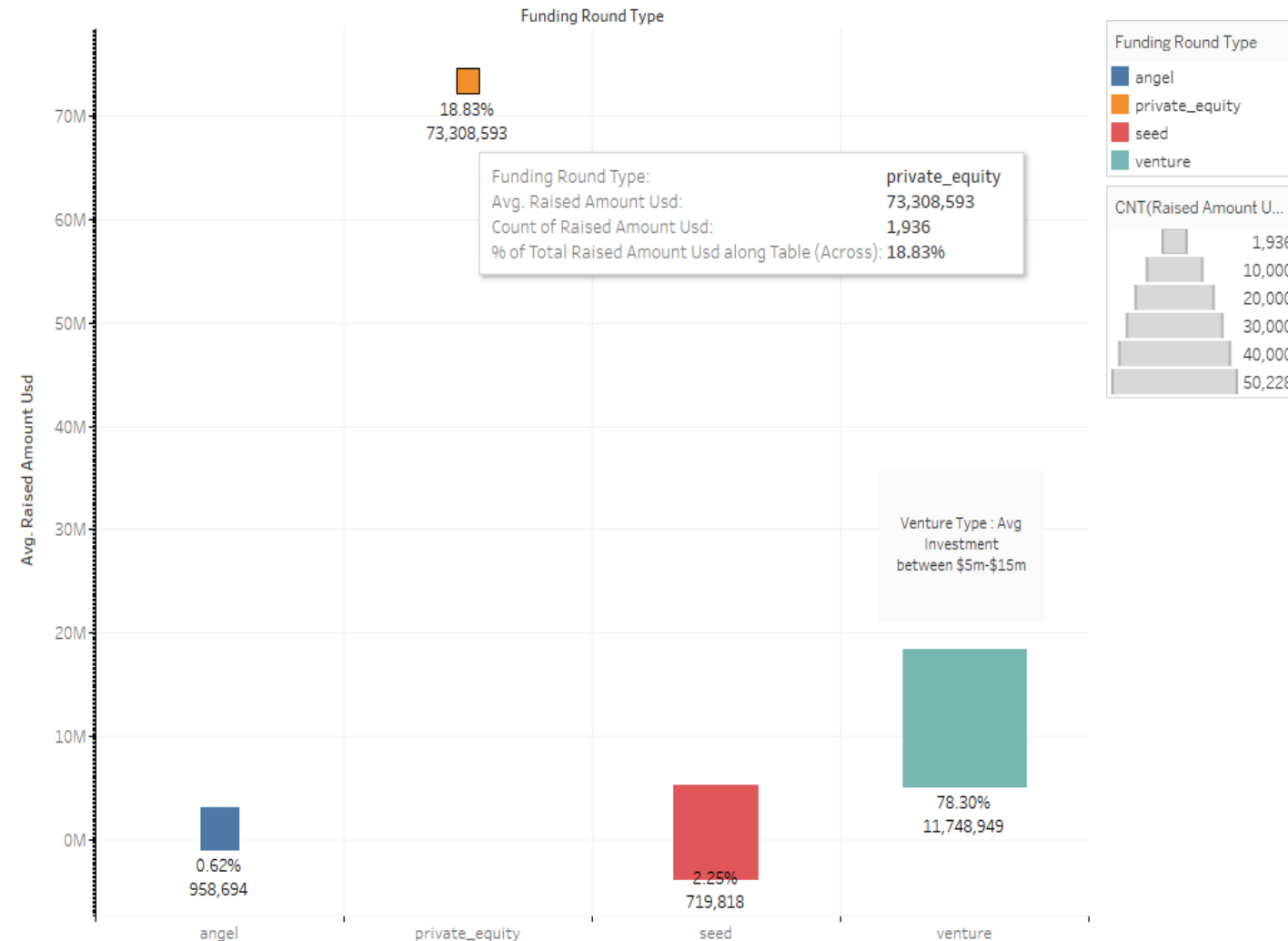
Checkpoint 7 – Question 1

❖ Question:

- ❖ Show the fraction of total investments (globally) in venture, seed, and private equity, and the average amount of investment in each funding type.
- ❖ Make it clear that a certain funding type (FT) is best suited for Spark Funds.

❖ Graph Insights:

- ❖ The tooltips added provides
 - ❖ Percentage of total investment in individual investment types
 - ❖ Average investment done in a particular investment type
- ❖ From the graph it is clear that “Venture” type investment is best suited for “Spark Funds” as maximum investments are of “Venture” type and the average investment falls under the per round investment limit of \$5m ~ \$15m

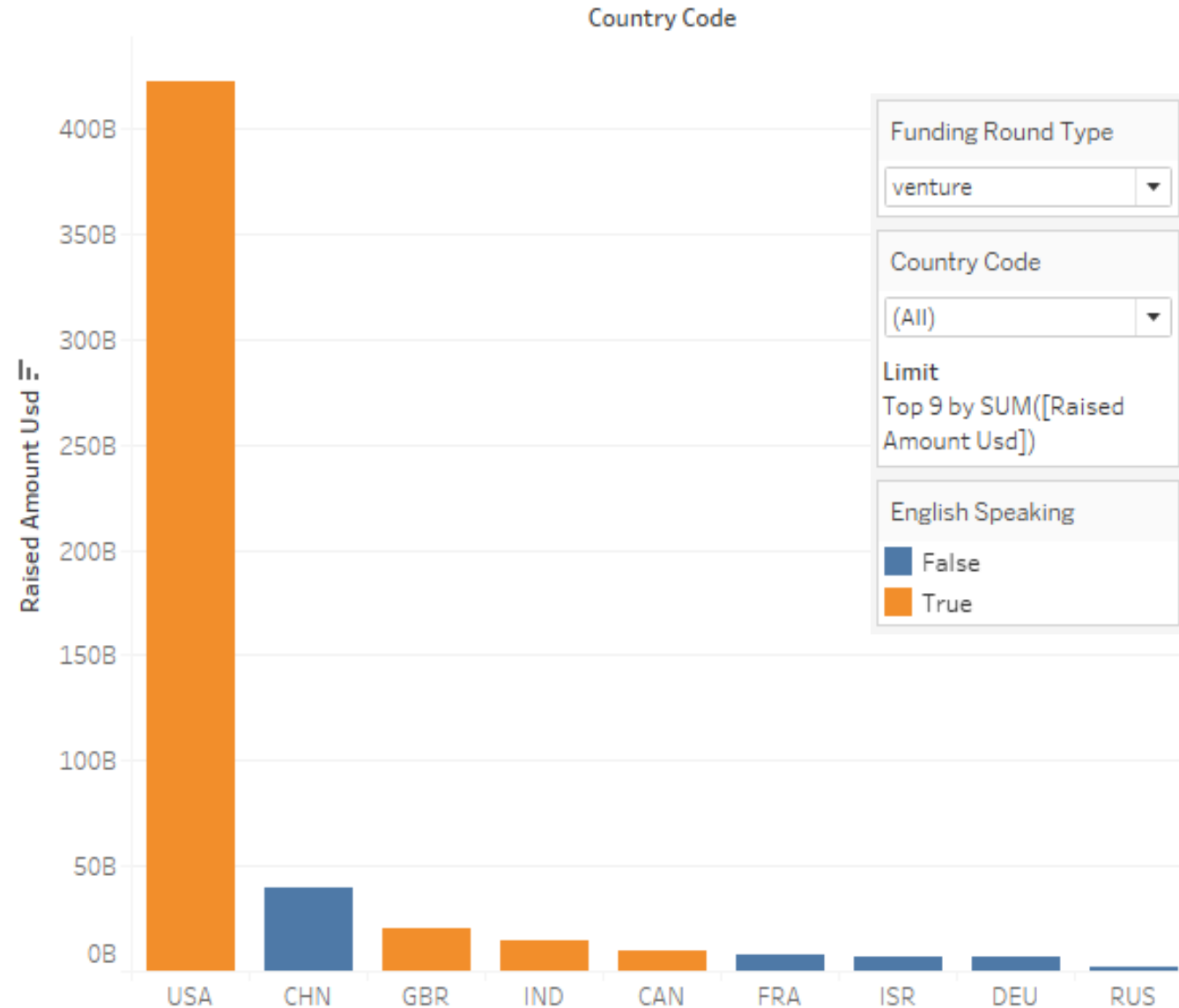
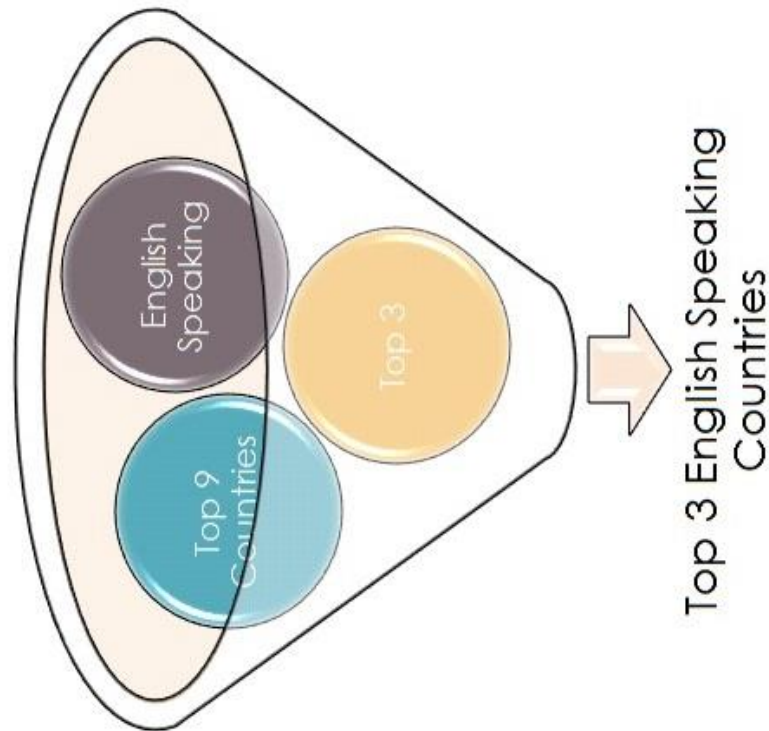


Spark Funds – Group Case Study

Checkpoint 7 – Question 2

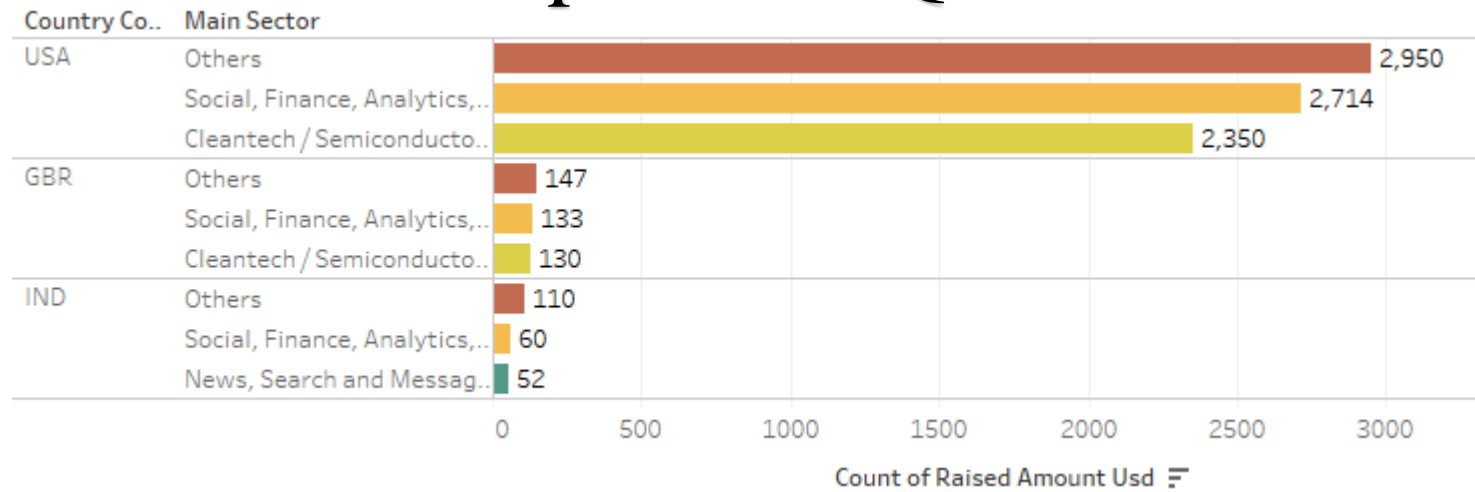
❖ Question:

- ❖ Show the top 9 countries against the total amount of investments of funding type FT.
- ❖ Make the top 3 countries (Country 1, Country 2, and Country 3) very clear.



Spark Funds – Group Case Study

Checkpoint 7 – Question 3



Main Sector
(All)

Limit
Top 3 by COUNT([Raised Amount Usd])

Country Code
(All)

Limit
Top 3 by SUM([Raised Amount Usd])

English Speaking
True

Raised Amount Usd
5000000 15000000

Funding Round Type
venture

Running Sum of SUM(R...
15B 29B

❖ Question:

- ❖ Showing the number of investments in the **top 3 sectors** of the **top 3 countries** on one chart (for the chosen investment type FT)

❖ Graph Insights:

- ❖ Top3 countries have been chosen on the basis of total amount of investments received for preferred investment type (as per analysis from last question)
- ❖ Top main sectors have been chosen on the basis of total number of investments in a specific Main Sector. Top3 main sector for individual country have been selected.
- ❖ The raised amount USD has been limited to \$5m ~ \$15m as per requirements of the CEO of Spark Funds
- ❖ Individual bar plots signify the number of investment in a country for a specific main sector.
- ❖ Color of the bars signify the sum of amount of investment within a country for a specific main sector.

- ❖ Recommendation for Spark Funds' CEO
 - ❖ Unites States has built a strong start-up incubation center with maximum amount and number of investments.
 - ❖ Other prime investment demography are Britain and India
- ❖ A detailed organization wise suggestions are mentioned below:

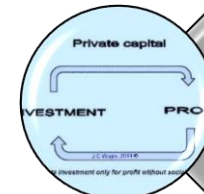


The Funding type which is most suited for our purposes is Venture



The Top 3 English speaking countries we should look to target for Investments are:-

- United States of America
- United Kingdoms of Great Britain and Ireland
- India



On further drill down we have concluded that the Best sectors to invest in are “Others, “Social Media” and “Cleantech and Semiconductors” for USA and UK and “Others”, “Social Media” and News, Search and Messaging” for India

- ❖ Additional Data Insights
 - ❖ Software industry has been at the top for drawing investments
 - ❖ Analytics and Advertising take up the 2nd spot
 - ❖ Bio Technology and Mobile stand 3rd in terms of primary sectors where investment have been high

Country	Main Sector	Primary Sector	Company
United States of America	Others	Enterprise Software	Virtustream
United States of America	Social, Finance, Analytics & Advertising	Analytics	SST Inc. (Formerly ShotSpotter)
United States of America	Cleantech / Semiconductors	Bio Technology	Biodesix
Great Britain	Others	Software	ElectricCloud
Great Britain	Social, Finance, Analytics & Advertising	Advertising	Celltick Technologies
Great Britain	Cleantech / Semiconductors	Bio Technology	EUSA Pharma
India	Others	E-Commerce	FirstCry.com
India	Social, Finance, Analytics & Advertising	Analytics	Manthan Systems
India	News, Search and Messaging	Mobile	GupShup

Top Companies